

ABSTRACT

This study aimed to analyze the influence of leadership style that consists of a 4 dimensional style of leadership: charisma, inspiration, individual attention, and intellectual stimulation on employee performance of the service at PT Bank Central Asia Tbk. The population used in this study were employees who are at the service of PT. Bank Central Asia Tbk. The sample used by 45 respondents and use non probability sampling techniques. Non probability type of sampling is purposive sampling where the information taken from the population that is willing to fill out a questionnaire. Hypothesis testing using simple regression analysis methods with the help of SPSS 22. The results showed that the style of leadership have a positive influence on employee performance of the service at PT. Bank Central Asia Tbk.

Keywords: style of leadership, employee performance